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Internet of Things Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 - 2021

**Published Date
2015-10-20**

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Press Release

Healthcare and Consumer Electronics Industries to Drive Next Phase of Growth in Internet of Things Market

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REPORT DESCRIPTION

Internet of Things Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 - 2021

The Internet of Things refers to the network of physical objects that attribute an IP address for internet connectivity. Internet of Things is defined as an invisible and intelligent network of things that communicate indirectly or directly with each other. Internets of Things enable communication between the physical objects and other internet-enabled systems and devices. In addition, Internet of Things also makes the life of consumers much more comfortable and easier by controlling the electronic devices from one place. Furthermore, technological advancement in the field of healthcare, government initiatives for expansion of the Internet of Things and need to increase efficiency and cost reduction are the major factors that are driving the Internet of Things market globally.

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Among all the application segments, industrial holds the largest market share at present in the Internet of Things market. The potential for cyber physical systems to improve productivity in the supply chain and production process are increasing the demand of industrial sector in Internet of Things market. Healthcare and consumer electronics sectors are expected to be the fastest growing applications in the Internet of Things market globally. In 2014, automotive sector is the second largest application segment in the Internet of Things market globally.

This market research study analyzes the Internet of Things market on a global level, and provides estimates in terms of revenue (USD billion) from 2015 to 2021. The report also identifies the restraints and drivers affecting the industry and analyzes their impact over the forecast period. In addition, it identifies the significant opportunities for market growth in the coming years.

The report segments the Internet of Things market on geography as Rest of the World (RoW), Asia Pacific (APAC), Europe and North America, and these geographies have been estimated in terms of revenue (USD billion). In addition, the report segments the market based on technology as ZigBee, Bluetooth low energy (BLE), near field communication (NFC), Wi-Fi and radio frequency identification (RFID). Furthermore, the Internet of Things market is segmented on the basis of application which includes industrial, automotive, consumer electronics, retail,

healthcare and others (including energy and utilities, and entertainment). The above mentioned segments have been anticipated on the basis of geography in requisites of revenue (USD billion).

North America represents the largest market share of the Internet of Things market. In 2014, North America accounted for largest revenue share in the global Internet of Things market. The rapid growth of industrial, automotive and healthcare industries is the major factors driving the growth of Internet of Things in North America. Europe holds the second largest share in the Internet of Things market followed by Asia Pacific and RoW respectively. The market in Europe is primarily driven by government regulation supporting the growth of Internet of Things. The strong regulations in place will ensure the effective operability of the Internet of Things concept in various application areas. The automotive industry is likely to contribute a large share to market revenues in Europe.

For better understanding of the Internet of Things market, the study also includes market attractiveness analysis and competitive landscape, wherein applications are benchmarked based on their market scope, growth rate, and market attractiveness.

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The report provides company market share analysis of various industry participants. The key players have also been profiled on the basis of company details, product type, financial overview, historical roadmap, business strategies and the recent developments in the field of Internet of Things market. Major market participants in the Internet of Things market include Google Inc. (United States), Cisco Systems Inc. (United States), Apple Inc. (United States), Microsoft Corp. (United States), Intel Corp. (United States) and IBM Corp. (United States) among others.

1.1 Market segmentation

The Internet of Things market is segmented as below:

Global Internet of Things market: by Technology

ZigBee

Bluetooth Low Energy (BLE)

Near Field Communication (NFC)

Wi-Fi

Radio Frequency Identification (RFID)

Global Internet of Things market: by Application

Industrial

Automotive

Consumer Electronics

Retail

Healthcare

Others

Global Internet of Things market: by Geography

North America

U.S.

Rest of North America

Europe

United Kingdom

Germany

France

Italy

Rest of Europe

Asia Pacific

China

Japan

India

Rest of Asia Pacific

Rest of the World (ROW)

South America

Middle East

Africa

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